

ABSTRACT OF THE DISCLOSURE

A fabric treatment composition that includes at least one zeta potential
5 modifier and a hydrophobic agent with a melting point or glass transition temperature
below 100°C that imparts fabric protection benefits, including improved stain and soil
resistance, oil repellency, water repellency, softness, wrinkle and damage resistance,
and better handfeel to treated fabrics. Particularly preferred compositions include at
least one zeta potential modifier in an amount sufficient to adjust the zeta potential of
10 the composition to be positive and greater than zero millivolts. Particularly preferred
compositions also include a fluoropolymer. The composition can be used as a
pretreatment prior to washing, through soaking or direct spray application, or added to
the treatment liquor, that is either the wash or rinse cycle of an automatic washing
machine, or used prior to or during the drying cycle of an automatic drying machine or
15 refresher machine, or used prior to or in conjunction with an ironing device. The fabric
treatment is complete when the fabric is cured by drying and/or heating.